

Feb. 2, 2018

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Heart and Cancer Institutes Come to Life

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You're Part of our Giant Heart-Photos

Colleagues celebrate National Wear Red Day.

Submit Suggestion to the Bright Idea Generator

Help innovate and enhance the patient experience.

Terry's Take: Creating a Great Customer Experience

Do your part to help us build brand loyalty.

February Service Anniversary List

See who is celebrating a career milestone.

LVHN 5K Run/Walk Set for April 28

Early registration deadline is April 14.

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Jan. 31 – The Day Our Heart and Cancer Institutes Come to Life – PHOTOS

BY [TED WILLIAMS](#) · JANUARY 30, 2018

Get ready to celebrate on Wednesday, Jan. 31. That's the day our Lehigh Valley Heart Institute and Lehigh Valley Cancer Institute become "official," which means institute-branded signage, lab coats, ID badge-holders and other materials will begin to be put on display for the community to see. That's the day we begin to celebrate our institute colleagues, who are amazing everyday creating extraordinary stories about saving lives.

This is very meaningful for everyone at LVHN. Becoming an institute indicates a commitment to collaboratively conduct patient care, research and provider education at the highest level to better predict, prevent and combat disease. This distinction reaffirms our position in the community as the best choice for heart and cancer care.

We're commencing this celebration today with the commemorative video that's part of this blog post. This will be an ongoing effort well into the spring, and we invite every colleague to join in the celebration and share our institute excitement with your colleagues as well as your friends outside LVHN. Our community marketing campaign will initially concentrate on the Heart Institute. The focus will then turn to the Cancer Institute in the spring.

Here are the key dates and tactics to keep in mind:

Lehigh Valley Heart Institute

Wear red and help us create a giant heart! During our Go Red Celebration, everyone is encouraged to wear red on Friday, Feb. 2, in honor of National Wear Red Day, the American Heart Association's annual observance of its movement to end heart disease. All colleagues are invited to take part in creating a giant red heart at locations throughout our health network, which will be photographed and used in a variety of institute promotions. Join us as one of many LVHN faces making up our giant red heart.

Photos will be taken Feb. 2 at:

- LVH–Cedar Crest, Jandl Pavilion steps – 1:15 p.m.
- LVH–Muhlenberg, front entrance steps – noon
- Health & Wellness Center at Hazleton – 9 a.m.
- LVH–Schuylkill E. Norwegian Street, third floor, main lobby – noon
- LVH–Pocono, Dale and Frances Hughes Cancer Center – noon

Inspiring the community – Our external marketing campaign begins with print ads in local newspapers on Feb. 4. Throughout February and into March, billboards, radio commercials and television ads about our Heart Institute will become very familiar to you. Our community will become fully aware that we are the best place around for heart care.

Lehigh Valley Cancer Institute

We shift to cancer care in late March – Internal promotions featuring significant areas for our outstanding cancer care will be showcased in a photo gallery with Cancer Institute colleagues. Exact details and times will be released closer to the occasions, but be assured colleagues will have the opportunity to join in our celebration of the region's best choice for cancer care.

Community marketing – April 2 is the launch date for the Cancer Institute's external marketing campaign. Tactics will be similar to those used for the Heart Institute campaign. You'll see print and TV ads and hear radio commercials everywhere as we create the same institute excitement.

Share our pride in our institutes and let people know why LVHN is the best choice for heart and cancer care.











You're Part of our Giant Heart – PHOTOS

BY [RICHARD MARTUSCELLI](#) · FEBRUARY 2, 2018

Happy Go Red Day! As part of our celebration – and in recognition of the official launch of [Lehigh Valley Heart Institute](#) – colleagues were invited to take part in creating a giant red heart at locations throughout our health network. See the photos below. National Wear Red Day is the American Heart Association's annual observance of its movement to end heart disease. Thanks for being part of our giant red heart, for caring for our community and for being amazing everyday.











Submit Your Great Suggestions to the LVHN Bright Idea Generator

BY [TED WILLIAMS](#) · FEBRUARY 1, 2018

Colleagues, have you ever come across something in the course of your daily duties at LVHN that made you wonder: “If only we could do this instead?” That’s the kind of thinking we’re hoping to turn into a positive step forward for our health network.

Our colleagues have a lot of great ideas for making LVHN’s future even brighter, and now we have a place to go with those inspirations. It’s called the LVHN Bright Idea Generator. It’s a simple, easily accessible process for colleagues to submit ideas about how we can be more innovative in our care and processes, improve the patient experience, help the community access our services and more.



The Bright Idea Generator is accessible from the intranet home page. Look for the shining lightbulb icon, which will take you to a form where you can present your idea. For example:

- **Clinical innovations** – Imagination, inspiration, ideation and innovation are everywhere, especially within our LVHN family. The Air Products Center for Connected Care and Innovation is looking to harness your ideas related to technological, process or financial improvements that support LVHN’s Triple Aim (Better Health, Better Care and Better Cost).
- **Improving the patient experience** – It’s everyone’s responsibility to help ensure our facilities are clean, easy to navigate and comfortable. If you see something that needs fixing or improvements, let us know and share your ideas. Maybe you have observed patients waiting for an extended period, or having difficulty finding a parking spot or a doctor’s office. Are there things we can be doing better?
- **Improving access** – We’ve made great strides to make sure accessing our quality care is more convenient. People can call (888-402-LVHN), click (LVHN.org or MyLVHN) or walk in (ExpressCARE without an appointment, even check real-time wait times on LVHN.org). Do you have other ideas for this vital initiative?

Your suggestion will be routed to the appropriate department. Depending on the suggestion, you may be asked if you’d like to participate in finding the solution.

Please give us your ideas and help make the best health network in the region even better.

Creating a Great Customer Experience

BY [EMILY MITCHELL](#) · JANUARY 31, 2018



What makes a great customer experience? Brands like Starbucks and Amazon devote significant time and resources to get the customer experience right. In fact, it's their laser focus on the customer that makes them so successful.

Getting it right builds brand loyalty and repeat business. It explains why consumers will drive miles to Starbucks for their morning brew. It's also why I'm a repeat Amazon Prime customer. Buying on Amazon Prime is a consistently good experience. One click and my transaction is complete. And within two days an Amazon box – imprinted with their signature smile – arrives at my doorstep.

Amazon's brand loyalty was built on knowing what consumers want: convenience, value, selection and great customer service. Amazon has my business because it delivers a consistent experience every time.

Unlike Amazon, LVHN is in the business of caring for people. Yet some of the same customer service principles apply – patients want to be treated with respect and have a consistently outstanding experience wherever they spend their time, energy and dollars. Our community expects a great experience from LVHN. And they deserve it. To do that, we can adopt attitudes and behaviors to help us increase satisfaction and loyalty for the health network.

For starters, we can give patients and visitors a warm welcome when they arrive anywhere in the health network, when they call us on the phone or when they visit us online. It sounds simple, yet greeting our patients, family members and community in the same manner – at every interaction – will help us build trust and brand loyalty.

A warm welcome at every touchpoint



At LVHN, we know that every interaction matters. It starts by making the PRIDE promise. That means making a commitment to always treating patients, family members and each other with PRIDE at every touchpoint in Hazleton, Schuylkill, Pocono and the Lehigh Valley.

Touchpoints occur when a patient calls for information, an appointment or a test. They occur in our parking area, at the welcome desk and in the hallway. They happen during clinical visits, tests and hospital stays. And they occur when patients call us with a question about their bill.

We create a warm welcome when we smile, make eye contact, solve a problem or explain why there is a wait time. Creating a warm welcome also means anticipating our patients' needs. Are they cold, hungry, confused? If so, we can bring a warm blanket, guide them to the cafeteria or listen with empathy.

We know that LVHN offers the highest level clinical care in our community, and we have the numbers to prove it. When we work together to combine exceptional clinical care with unbeatable customer service we'll create tremendous brand loyalty for LVHN so patients will come back to us again and again.



Terry Ann Capuano

About me: My name is Terry Capuano, RN, and I am the Executive Vice President and Chief Operating Officer at LVHN. I have worked at LVHN for more than 30 years and consider it an honor to serve as your COO. I greatly enjoy meeting colleagues, sharing stories and enhancing relationships throughout the health network. [Learn More](#)

Service Anniversary List – February 2018

BY [JANE DANISH](#) · FEBRUARY 1, 2018

Happy anniversary to these colleagues who are celebrating career milestones in February.

30 years

Margaret Buhl, respiratory therapy

Louise Mope, RN, quality management

20 years

Carl Shoener, information systems

10 years

Krystal Finneran, radiology

Karen Young, RN, clinical informatics

Margaret Yurewick, radiology

5 years

Philip Benyo, MD, LVPG Internal Medicine and Geriatrics–Drums

Philip Benyo, PA, LVPG Internal Medicine and Geriatrics–Drums

Lauren Davidovich, LVPG Internal Medicine and Geriatrics–Drums

Deborah Horensky, RN, quality management

Vanessa Wolfe, food and nutritional services



LVHN 5K Run/Walk Set for April 28

BY JANE DANISH · FEBRUARY 1, 2018

It's not spring yet, but the Run/Walk Committee is already gearing up for the 2018 LVHN 5K Run/Walk. This very popular event, sponsored by the Health & Wellness Center at Hazleton, is scheduled for Saturday, April 28, at Hazle Township Community Park.

The event features a free Kids' Run for children ages 11 and younger beginning at 9:30 a.m., the 5K run/walk at 10 a.m. and a complimentary picnic lunch following the race. Early registration fee is \$20 and extends until April 14. Race day or late registration fee is \$25. A T-shirt is guaranteed with early registration.

Monetary prizes and awards will be presented to the top three overall male and female runners and walkers. Medals will be awarded to the top three male and female runners and walkers in the specific age groups. (PIAA rules apply to student athletes.)

Spring will be here before you know it. So lace up your sneakers and register today at LVHN.org/runwalk. An application form may also be found on the LVH–Hazleton intranet site under [Recreational Activities/Colleague Special Events](#).

The LVHN 5K Run/Walk is part of the 2018 Greater Hazleton Festival of Races.



April 28, 2018
Hazle Township
Community Park